

10/19/2007

INFORMATION DISCLOSURE CITATION	Docket Number	Serial Number
	99-099	09/609,931
	Applicants Walker et al.	
	Filing Date June 30, 2000	Group Art Unit 3627

U.S. PATENT DOCUMENTS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIAT E
CB	A	4,276,598	06/1981	Inoue et al.			
CB	B	4,484,217	11/1984	Block et al.			
CB	C	4,723,212	02/1988	Mindrum et al.			
CB	D	4,833,609	05/1989	Grulke			
CD	E	4,910,672	03/1990	Off			
CB	F	4,947,028	08/1990	Gorog			
CB	G	5,235,415	06/1994	Bonicel et al.			
CB	H	5,324,922	06/1994	Roberts			
CB	I	5,351,186	09/1994	Bullock et al.			
CB	J	5,413,341	05/1995	Lieberman			
CB	K	5,415,264	05/1995	Menoud			
CB	L	5,428,606	06/1995	Moskowitz			

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	Translation	
							Yes	No

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

EXAMINER	<i>Chris Buchanan</i>	DATE CONSIDERED:	<i>10/29/07</i>
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CB	M	4,984,155	01/08/91	Geier et al.			
	N	5,173,851	12/22/92	Off et al.			
	O	5,235,415	06/28/94	Bonicel et al.			
	P	5,324,922	06/28/94	Roberts			
	Q	5,413,341	05/09/95	Lieberman			
	R	5,415,264	05/16/95	Menoud			
	S	5,428,606	06/27/95	Moskowitz			
V	T	5,630,103	05/13/97	Smith et al.			
CB	U	6,229,879 B1	05/08/01	Walker et al.			

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CB	V	5,521,364	05/1996	Kimura et al.			
	W	5,528,490	06/1996	Hill			
	X	5,544,040	08/1996	Gerbaulet			
	Y	5,612,868	08/1996	Off et al.			
	Z	5,630,103	05/1997	Smith et al.			
	A ¹	5,694,546	12/1997	Reisman			
	B ¹	5,794,210	08/1998	Goldhaber et al.			
	C ¹	5,832,457	11/1998	O'Brien et al.			
	D ¹	6,014,641	01/2000	Loeb et al.			
	E ¹	6,021,390	02/2000	Satoh et al.			
V	F ¹	3,890,461	06/1975	Vogelman et al.			
CB	G ¹	4,253,157	02/1981	Kirschner et al.			

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CB	H ¹	2757656-A1	06/1998	FR				
CB	I ¹	06-20161	02/1994	JP				

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CB	J ¹	Howland, Jennifer "National Distributors: Scanning the future", The Magazine for Magazine Management, February 1985, 11 pp.	
CB	K ¹	Wood, Wally, "What's constant in circulation marketing?" The Magazine for Magazine Management, June 1985, 10 pp.	
CB	L ¹	Love, Barbara, "Selling subscriptions at newsstands", The Magazine for Magazine Management, June 1, 1984, 2 pp.	
CB	M ¹	Joyce, Walter, "Muscular merchandising", The Magazine for Magazine Management, June 1986, 5 pp.	
CB	N ¹	Reese, Diane "Revitalizing single-copy sales", The Magazine for Magazine Management, February 1986, 11 pp.	
CB	O ¹	Phoenix Papers to Sell Merchandise to Build Awareness, Editor & Publisher, September 17, 1988, 2 pp.	
CB	P ¹	Donaton, Scott, "Gift subscriptions find retail niche", Advertising Age, July 16, 1990, 2 pp.	
CB	Q ¹	Guy, Pat "A gift off the rack: Mag subscription", USA Today, December 19, 1990, 2 pp.	
CB	R ¹	Jaben, Jan, "Magazine gift-giving made simple at retail outlets", Time Inc., February 15, 1991, 3 pp.	
CB	S ¹	Horton, Liz, "Holiday gift subs up, some due to novel promotions", The Magazine for Magazine Management, February 1, 1992, 2 pp.	
CB	T ¹	Carlson, Lynn, "Decreasing your direct-mail costs", The Magazine for Magazine Management, September 1992, 2 pp.	
CB	U ¹	Hochwald, Lambeth, "Sub sources that break with tradition", The Magazine for Magazine Management, 4 pp.	
CB	V ¹	The Super Subs, Precision Marketing, a Thomson Corporation Company, October 24, 1994, 5 pp.	
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CB	W ¹	Love, Barbara, "Get realistic about ratebase guarantees", The Magazine for Magazine Management, January 1995, 3 pp.	
CB	X ¹	Kelly, Keith J., "Getting the 'word' on the 'net'", Advertising Age, January 30, 1995, 2 pp.	
CB	Y ¹	Cyr, Diane, "Distribution Woes; declining newsstand circulation; includes related article on preventing newsstand fraud", The Magazine for Magazine Management, January 1995, 5 pp.	
CB	Z ¹	Schnuer, Jenna, "Overnight options add to distribution mix; distribution of 'Inside Sports' magazine, The Magazine for Magazine Management, March 1, 1995, 2 pp.	
CB	A ²	Kelly, Keith J. "Publishers Pine for cyber-profits", Advertising Age, March 13, 1995, 2 pp.	
CB	B ²	Hearst Corporation Launches 'The Multimedia Newsstand', Volume 12, Issue 2, March/April 1995, 3 pp.	
CB	C ²	Wilson, Steve, "Out of print – but not business; magazines move away from print in favor of electronic publishing", The Magazine for Magazine Management, May 1, 1995, 2 pp.	
CB	D ²	Hochwald, Lambeth, "Postal blues: circulators cope with the rate crunch", The Magazine for Magazine Management, May 1, 1995, 3 pp.	
CB	E ²	Graham, Anne, "Nonmember subs—or not? Nonmember subscriptions to association magazines; includes tips from publishers", The Magazine for Magazine Management, June 1, 1995, 4 pp.	
CB	F ²	Miller, Paul, "Magazine deal lacks catalog appeal", The Magazine for Magazine Management, June 15, 1995, 2 pp.	
CB	G ²	Wilson, Steve, "Directory assistance: a buyer's guide can give you a big boost in revenue and attract new advertisers and subscribers", The Magazine for Magazine Management, October 1, 1995, 6 pp.	
CB	H ²	Garratt, David, "What premium on on-cover premiums?", The Magazine for Magazine Management, October 1, 1995, 3 pp.	
CB	I ²	HFS Incorporated and Hachette Fillipacchi Magazines: announce launch of Century 21 House & Home Magazine, Buiness Wire, November 20, 1995, 2 pp.	
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CB	J ²	Hochwald, Lambeth, "Circulation secrets: nine steps to a successful circulation launch strategy includes list of resources", The Magazine for Magazine Management, February 1, 1996, 5 pp.
CB	K ²	Kerwin, Ann Marie, "Notably at the newsstand: InStyle, Financial World push for greater single-copy sales", Inside Media, February 7, 1996, 2 pp.
CB	L ²	Adams, Mark, "Capell report sales drop at newsstands", Mediaweek, March 11, 1996, 1 pg.
CB	M ²	Hodges, Jane, 'WSJ' puts squeeze on Web subscriptions", Interact, Media & Marketing, April 29, 1996, 2 pp.
CB	N ²	Schnuer, Jenna, "A world without magazines? Consumers weigh in survey of consumers indicates that magazines are most dispensable form of communication for 37 percent of respondents", The Magazine for Magazine Management, June 1, 1996, 2 pp.
CB	O ²	Tedesco, Richard "Time Launches Net Subscription Service", Broadcast & Cable, November 11, 1996, 2 pp.
CB	P ²	Case, Tony "The electronic newsstand branches out", The Magazine for Magazine Management, April 1, 1997, 2 pp.
CB	Q ²	Krol, Carol "Magazine site to focus on commerce", Advertising Age, August 18, 1997, 2 pp.
CB	R ²	Magazine Subscription Sales Center, where buying subscriptions is easy, undated, 2 pp.
CB	S ²	Tretorn Officers Magazine Promo, Adweek, May 1, 1995, 1 pg.
CB	T ²	LottoWorld, Mediaweek, May 8, 1995, 1 pg.
CB	U ²	Manly, Lorne, A newsstand for the electronic age? The Magazine for Magazine Management, Vol. 22, No. 16, September 15, 1993, 3 pp.

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